

RNLI 2017 Operational Statistics



Lifeboats



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Foreword

Welcome to the *RNLI 2017 Operational Statistics*. The report provides a summary of the extensive lifesaving work delivered right across the drowning chain, all of which is carried out to deliver the RNLI's core purpose of ending preventable loss of life at sea.

Due to a significant systems change to improve our lifesaving activity reporting we currently do not have a final figure of lives saved by lifeboat crews in 2017. While we are working hard to complete this picture, what is clear from the wider numbers is that the RNLI continues to change the outcomes for thousands of individuals thanks to the continued dedication and bravery shown by our volunteers, supporters and staff.

In 2017 lifeboats launched 8,436 times (2016: 8,851), aiding 8,072 people (2016: 8,643). Overall, lifeboat statistics are broadly similar in terms of volume when compared against the last 5 years. Activity was slightly raised from January through until June but there was no dramatic peak seen through July and August as in 2016 and some previous years. This is most likely down to the high level of rainfall experienced through the summer holiday period – the 11th wettest UK summer on record.

Our lifeguards attended 15,558 incidents on RNLI-patrolled beaches (2016: 17,414) and aided 24,044 people (2016: 20,538). Despite the provision of a lifeguard service on an additional 9 beaches, 2017 saw a reduction in incident numbers and the lowest number of lives saved in 5 years. This is likely to be reflective of the proactive preventative interventions of our lifeguards and testament to our strategy to break the drowning chain earlier wherever we can.

Participation in watersports is higher than ever before and so must be the role of prevention if we are to make further inroads towards reducing coastal fatalities. The delivery of our national awareness campaign, Respect the Water, meant that 92% of men aged 16–39 years, a key at-risk group, had multiple opportunities

to see our campaign messages over the summer. Building on a pilot from 2016, our Respect the Water video aimed at teenagers was viewed over 1.3M times (2016: 490,000). Targeted behaviour change interventions continued to grow with a focus on high-risk activities such as sub-aqua diving, angling and commercial fishing. While too early to draw direct correlations, a survey of lifejacket wear showed an increase of 3%, which is a key indicator of people starting to adopt safer behaviours.

Worldwide, drowning is an epidemic that tragically takes the lives of an estimated 360,000 people. The RNLI is working with partners to help reduce this in the low- and middle-income countries who shoulder a disproportionate amount of this burden. In 2017 the RNLI worked with partners across countries including Bangladesh, Ghana and Tanzania, building capacity to deliver effective lifesaving and prevention work. The RNLI has also furthered its advocacy work in promoting a UN resolution on drowning prevention as we seek to bring further attention to the scale of the global drowning problem.

Our people continue to be at the very heart of the RNLI and none of what was achieved in 2017 could have been done so without the tireless work and commitment of our volunteers, supporters and staff. Thank you to each and every one of you who has contributed to this vital lifesaving work we are privileged to all be a part of.



Paul Boissier
RNLI Chief Executive

Data collection

Incident data is collected from lifeboat crews through an electronic return of service. Both lifeguards and flood rescue complete paper incident forms. These returns are entered, processed, checked and validated at RNLI Headquarters by the Service Information Section. This incident data provides the basis for the statistics in this report.

In 2017 we introduced a more detailed casualty reporting system called Lifesaving Activity Reporting (LSAR). This collects incident information in a more structured way, and will allow us to develop what information we capture and how we capture it for the future.

Our provisional figure for lives saved by lifeboat crews in 2017 is significantly different from recent years, to some extent because we are recording information in a different way, but also because the new system is still under development. We are working with our volunteers and frontline lifesaving teams to ensure that we have captured and recorded the rescue information as accurately

as possible, but it is unlikely that our lives saved figures will be fully accurate before 2019. As a result, we have not included our figures for lives saved by lifeboat crews in this report.

We are now able to breakdown lifeguard data in more detail and are able to report on incidents, the number of people we aid, as well as the number of specific actions our lifeguards perform. In previous years we have used the number of lifeguard actions as the measure of people aided due to the system used prior to LSAR. This meant there was a small amount of duplication but now, with the new LSAR system, we are accurately able to give the true number of people aided in addition to the number of lifeguard actions performed.

For the RNLI's international projects, project partners are responsible for collecting, analysing and reporting summary data. Though the RNLI aims to verify this data through spot-checking, the data is not owned by the RNLI and is not directly comparable to RNLI operational statistics from the UK and Ireland.

Operational aims

Concept of operations

The RNLI saves lives at sea throughout the UK, Republic of Ireland, Isle of Man and Channel Islands by providing:

- a strategically located fleet of all-weather lifeboats, which are available at all times, and tactically placed inshore craft, which are subject to weather limitations
- a lifeguard service on a seasonal basis
- safety education and accident prevention
- a flood rescue capability available for national or international deployment

to a defined standard of performance, commensurate with the resources available, using trained and competent people who, wherever possible, are volunteers.

Strategic performance standards

We aim to:

- achieve an average launch time of 10 minutes from notification to the RNLI
 - An overall average launch time of 9.1 minutes was achieved in 2017 (2016: 10 minutes).
- reach all notified casualties where a risk to life exists, in all weathers, out to a maximum of 100 nautical miles
 - Lifeboats launched on service 8,436 times in 2017 (2016: 8,851) and aided 8,072 people (2016: 8,643).
- reach 90% of all casualties within 10 nautical miles of the coast within 30 minutes from launch in all weathers, where there is an identified need
 - The performance standard achieved in 2017 was 87.7% (2016: 92.9%).

- reach any beach casualty up to 300m from shore, within the flags, on RNLI lifeguard-patrolled beaches, within 3½ minutes
 - In 2017, RNLI lifeguards attended 15,558 incidents on RNLI-patrolled beaches (2016: 17,414), aided 24,044 people (2016: 20,538) and saved 84 lives (2016: 127). It is not cost effective to measure the average response time but our risk assessment process, fitness standards and operational configuration of the lifeguard service are all designed to achieve this strategic performance standard.
- deliver clear, straightforward safety advice and products that positively influence behaviour, measured against agreed benchmarks
 - The Community Safety Team spoke to over 18,300 people for several minutes or more through a variety of methods promoting prevention messages across communities. The Respect the Water campaign reached 92% of our target audience of men aged 16–39 years (2016: 96%). A major campaign targeting divers, particularly those aged over 50, encouraged them get a regular health check with a healthcare professional or a registered diving doctor. The WellPoint health kiosks were used by 2,153 people (2016: 1,951) at UK dive centres.
- maintain the capability to deploy up to 7 Type B flood rescue teams
 - a. the first two teams to reach any rendezvous point within the UK, Republic of Ireland and Isle of Man[†] within 6 hours of request
 - b. an international team of 6 boats and 25 personnel to any UK port of departure within 24 hours
 - There was 1 flood deployment in 2017 (2016: 0) and 2 people assisted (2016: 0).

[†]It is not yet possible to meet this timescale in the Channel Islands.

Definitions

Lifeboats

Life saved – where, if not for the actions of the lifeboat and/or its crew, a life would have been lost.

People aided – all people aided by the RNLI where lives are saved, and people are assisted or rescued.

Operational lifeboat station – lifeboat stations are classed as operational if their lifeboats have been declared as operationally capable to the appropriate national/state coordinating authority (for example, Irish Coast Guard (IRCG)).

Lifeguards

Incident – any situation that RNLI lifeguards are involved in.

Actions taken by lifeguards – the number of different ways that lifeguards deal with incidents. Any one casualty could receive multiple actions by lifeguards and they also include actions where no people are involved.

Life saved – where, if a lifeguard had not intervened, a life would have been lost.

Rescue – where a lifeguard responds to a person at risk and physically returns them to shore or transfers them to another rescue craft.

Assistance – where a lifeguard aids a person in the sea who is at low risk but, if left, would be at risk.

Casualty care – where a lifeguard formally assesses and/or treats a casualty according to RNLI casualty care protocols.

Minor first aid – where a lifeguard treats a casualty due to sickness or injury who is at low or no risk but requires treatment to ensure the risk does not increase.

Search – an organised search, with other search and rescue units, for a missing person either at sea or on land.

Missing/found – where a lifeguard assists in the location of children, separated from their parents/guardians, or other people who have been found or reported missing, including those who are known to be missing as a result of an incident in or on the water.

Mass rescue – where there are five or more people at risk and a lifeguard physically returns them to shore or transfers them to a rescue craft.

Non-aquatic assistance, including from sandbanks – when a lifeguard assists a person that was not in the water, or clears a sandbank of people who are at risk and ensures they return to shore.

Near miss – when a lifeguard observes an incident, event or condition that does not cause death or serious injury but has the potential to do so.

False alarm – when a lifeguard responds to an incident where a person is believed to be in difficulty but upon arrival it is confirmed they do not require assistance.

Body recovery – where a lifeguard responds to an incident knowing that they will be required to recover a body. These include those in the sea or on land.

Animals – when a lifeguard rescues or assists an animal to safety.

Other – anything else that does not fit into the above categories.

People aided – the total number of people that lifeguards have aided.

Preventative action – any action taken by a lifeguard that provides advice, guidance or direction to a person that mitigates against risk.

Beach visitors – the number is assessed by recording an estimate, every 2 hours, of the number of beach users within the lifeguard patrol areas, those in the water between the red and yellow flags, as well as people in the water and those using surf and other craft between the black and white flags. The highest number for each category each day is then used to obtain the overall number.

Flood rescue

Incidents – flood incidents are usually the result of specific events, such as storms. If the event cannot be associated with a specific event, a flood incident can potentially be defined through the establishment of the emergency management command structure (Gold/Silver/Bronze).

Flood Rescue Team (FRT) tasking – one of the designated flood rescue assets.

Community tasking – lifeboat station or lifeguard unit.

Deployment – flood rescue team members depart from their base (this can be either to the incident or to a strategic holding area (SHA)).

Standby – flood teams are requested to go to a heightened state of preparedness (normally involving some or all of the team assembling to prepare kit and/or standby at base or home).

Life saved – where, if not for the actions of the flood rescue team, a life would have been lost.

Rescue – where the rescuer responds to a person at risk and physically returns them to a place of safety or transfers them to another rescue craft/asset.

Assistance – where the rescuer aids a person who is at low risk but, if left, would be at risk.

International

Rescue – where a lifeguard responds to a person at risk and physically returns them to shore. This includes incidents where if a lifeguard had not intervened a life would have been lost.

First aid actions – these include both minor and major casualty care. In an overseas context, the full RNLI casualty care protocols cannot always be adhered to, in particular where there is no effective ambulance service or sufficient standards of emergency referral services.

Water safety lessons – these can be formal sessions delivered to schoolchildren in a school setting, based on the 10 standard water safety messages as included in the *Aquatic Survival Manual*, or more informal community meetings covering the same content in villages near to the schools visited.

Survival swimming – this refers to two different swimming programmes implemented in different locations: the Aquatic Survival Swimming programme delivered in natural open water bodies; and the registered trademark programme SwimSafe delivered in Bangladesh, either in community ponds or portable swimming pools.



Lifeboat statistics overview

2017

Lifeboats	Number
Launches	8,436
People aided	8,072

2013–17

Year	Rescue craft	Launches	Lives saved	People aided
2013	ALB	2,389	52	3,006
	ILB	5,802	270	5,249
	IRH	96	3	129
	RWC	17	0	0
2013 Total		8,304	325	8,384
2014	ALB	2,407	102	3,307
	ILB	5,938	263	5,350
	IRH	95	3	63
	RWC	22	0	7
2014 Total		8,462	368	8,727
2015	ALB	2,492	86	3,003
	ILB	5,619	245	4,883
	IRH	94	17	87
	RWC	23	0	0
2015 Total		8,228	348	7,973
2016	ALB	2,606	74	3,689
	ILB	6,136	352	4,887
	IRH	78	5	61
	RWC	31	0	6
2016 Total		8,851	431	8,643
2017	ALB	2,596	Refer to Data collection section for explanation regarding absence of lives saved statistics in 2017	3,236
	ILB	5,746		4,750
	IRH	69		71
	RWC	25		15
2017 Total		8,436		8,072

ALB – all-weather lifeboat
ILB – inshore lifeboat
IRH – inshore rescue hovercraft
RWC – rescue watercraft

Lifeboat statistics 2013–17

Lifeboat launches by region

Region	Year/Number of launches				
	2013	2014	2015	2016	2017
South West	1,135	1,148	1,098	1,177	1,224
Wales and West	1,510	1,485	1,482	1,566	1,445
Ireland	1,136	1,136	1,132	1,183	1,145
Scotland	995	1,004	1,078	1,102	1,159
North and East	1,117	1,079	1,015	1,183	1,062
South East	2,406	2,603	2,422	2,634	2,389
On passage/other	5	7	1	6	12
Total	8,304	8,462	8,228	8,851	8,436

The tables above and below show the RNLI regions as of 2017. The previous years' statistics have been restated based on the new regions.

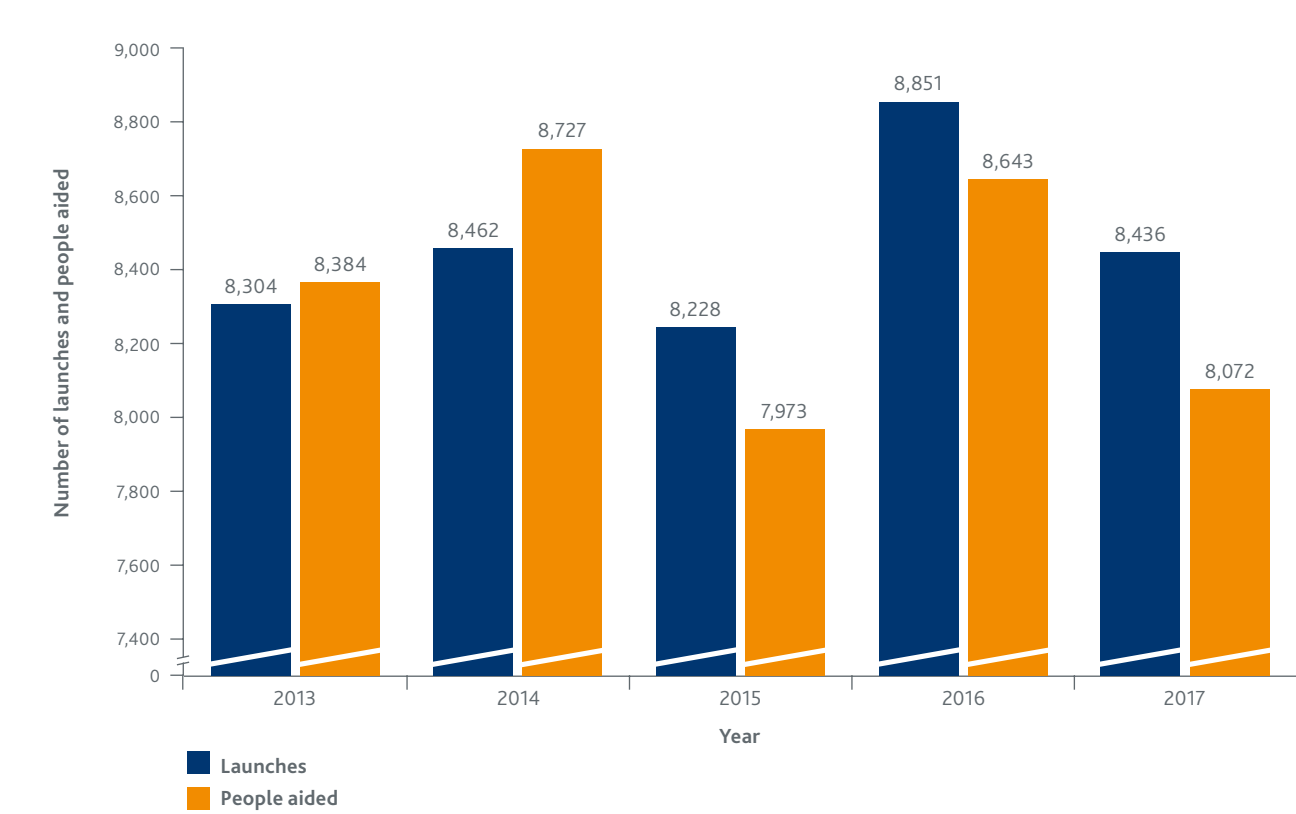
People aided by region

Region	Year/Number of people aided				
	2013	2014	2015	2016	2017
South West	1,088	1,124	1,031	1,193	1,152
Wales and West	1,423	1,530	1,298	1,393	1,376
Ireland	1,354	1,466	1,279	1,704	1,388
Scotland	1,006	1,175	1,046	1,126	999
North and East	1,323	1,147	1,187	1,119	1,030
South East	2,187	2,275	2,132	2,107	2,101
On passage/other	3	10	0	1	26
Total	8,384	8,727	7,973	8,643	8,072

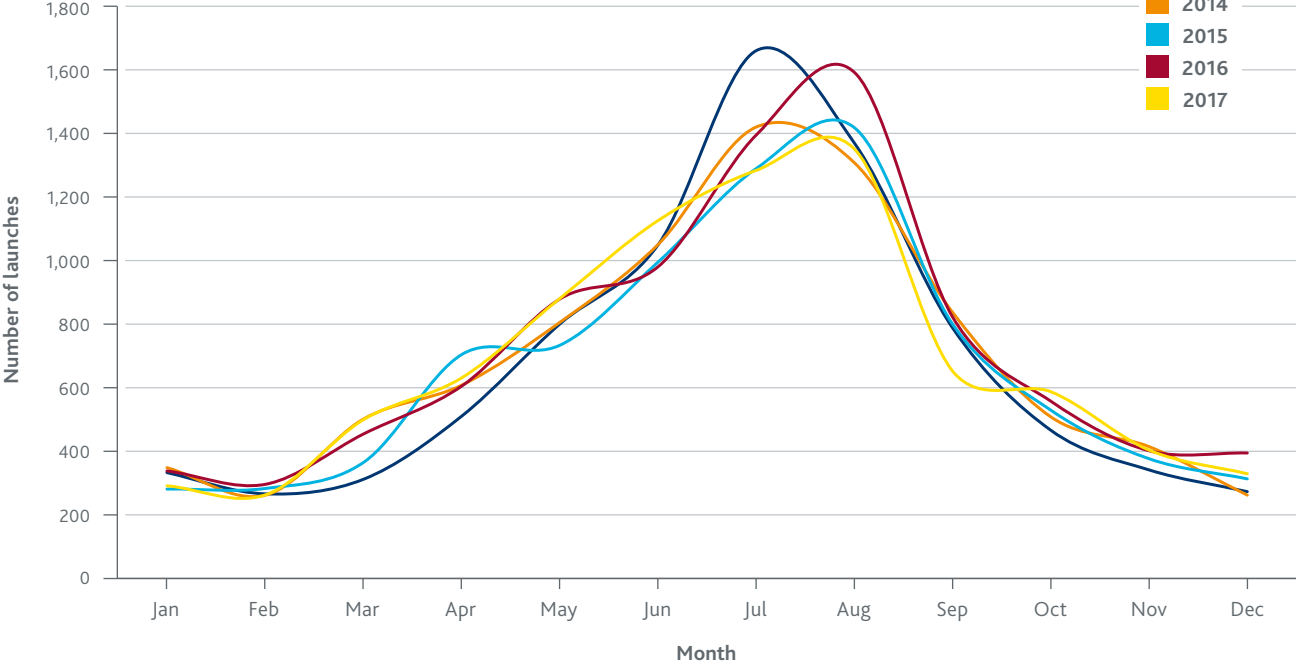
Hours at sea

	Year/Number of launches, exercises and hours at sea				
	2013	2014	2015	2016	2017
Launches	8,304	8,462	8,228	8,851	8,436
Hours on service	55,587	54,944	57,394	60,307	63,398
Exercises	18,217	17,705	17,513	17,437	14,466
Hours on service	165,741	162,686	171,677	168,562	144,441
Total hours at sea	221,328	217,630	229,071	228,869	207,839

Lifeboat launches and number of people aided



Lifeboat launches by month



Lifeboat statistics 2017

Region

Region	Number of lifeboat stations	Number of lifeboats	Launches	People aided
South West	28	43	1,224	1,152
Wales and West	43	69	1,445	1,376
Ireland	51	65	1,145	1,388
Scotland	46	55	1,159	999
North and East	36	57	1,062	1,030
South East	34	54	2,389	2,101
On passage/other	n/a	n/a	12	26
Total	238	343	8,436	8,072

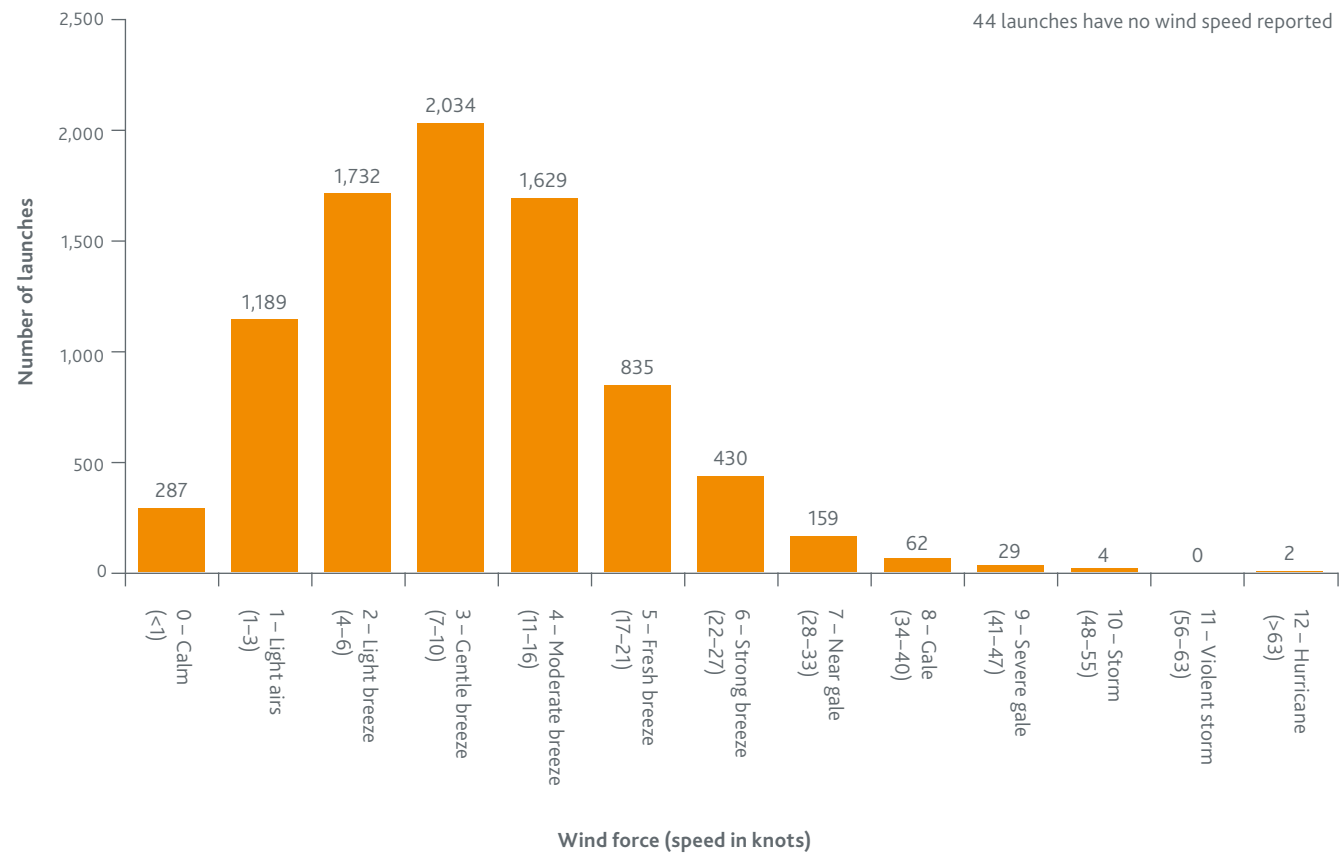
Lifeboat services performed in daylight/darkness

Region	Number of lifeboat services in ...		% in darkness
	Daylight	Darkness	
South West	787	437	35.7
Wales and West	946	499	34.5
Ireland	744	401	35.0
Scotland	679	480	41.4
North and East	723	339	31.9
South East	1,417	972	40.7
On passage/other	6	6	50.0
Total	5,302	3,134	37.2

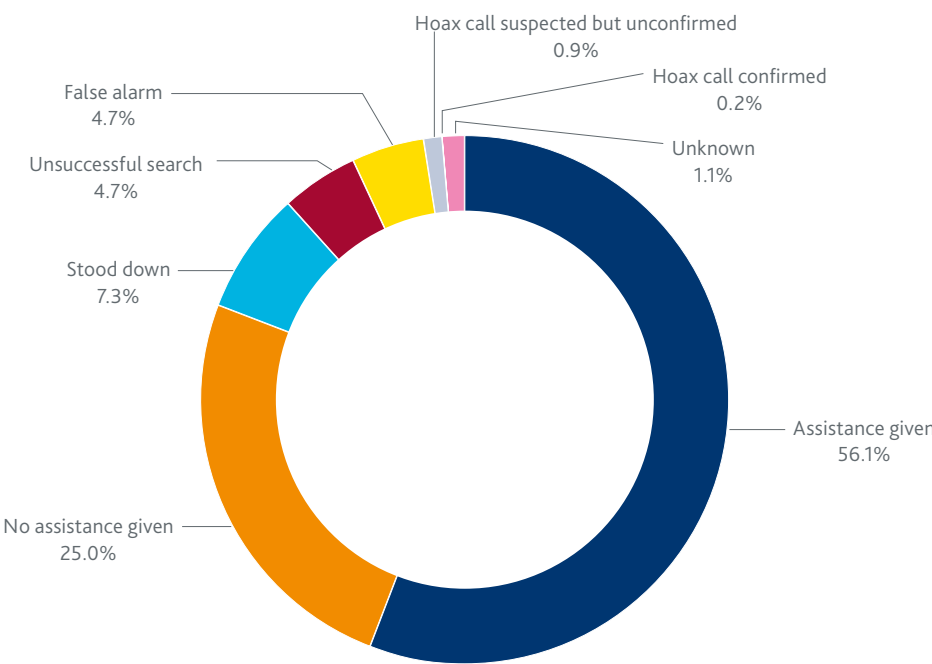
Type of rescue craft

Rescue craft	Launches	%	People aided
B class	2,740	32.5	2,803
D class	2,303	27.3	1,655
Severn class	824	9.8	985
Trent class	669	7.9	844
E class	663	7.9	263
Tamar class	580	6.9	786
Shannon class	257	3.0	329
Mersey class	223	2.6	237
Hovercraft	69	0.8	71
Tyne class	43	0.5	55
Inshore rescue boat	36	0.4	23
Rescue watercraft	25	0.3	15
Boarding boat	4	<0.1	6
Total	8,436	100.0	8,072

Lifeboat launches in varying wind speeds



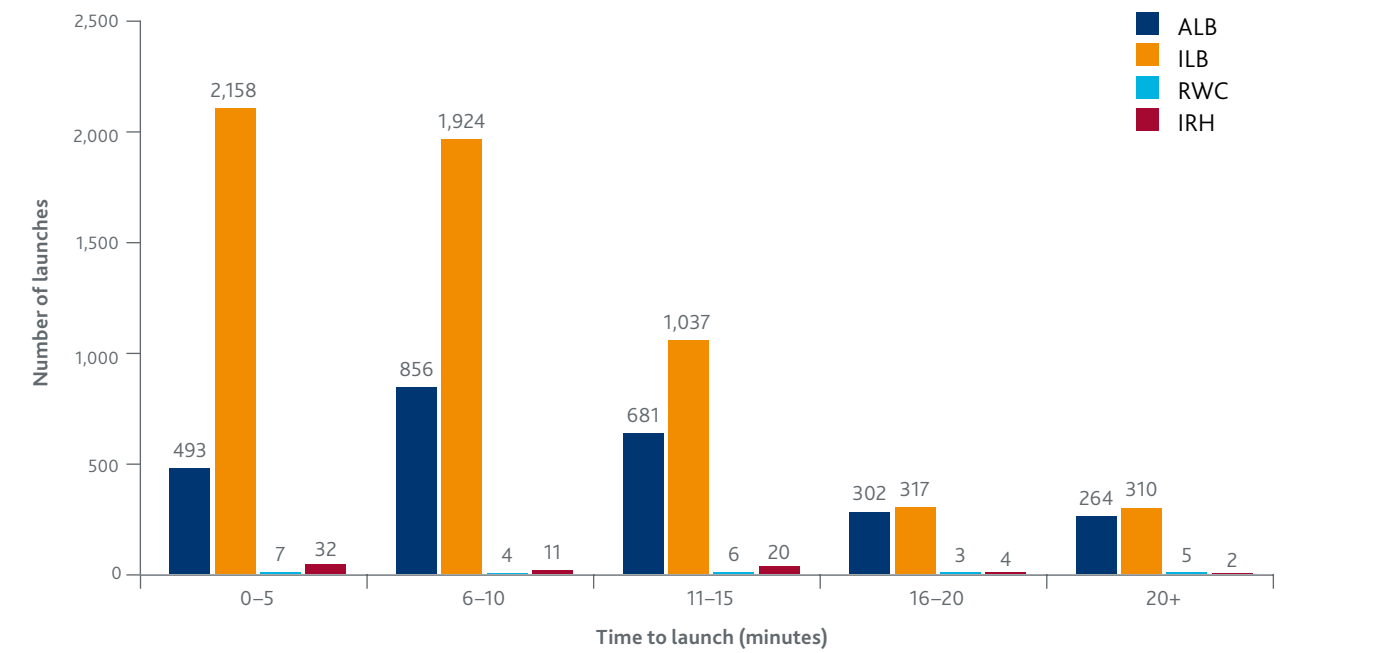
Lifeboat launch outcomes



First information received

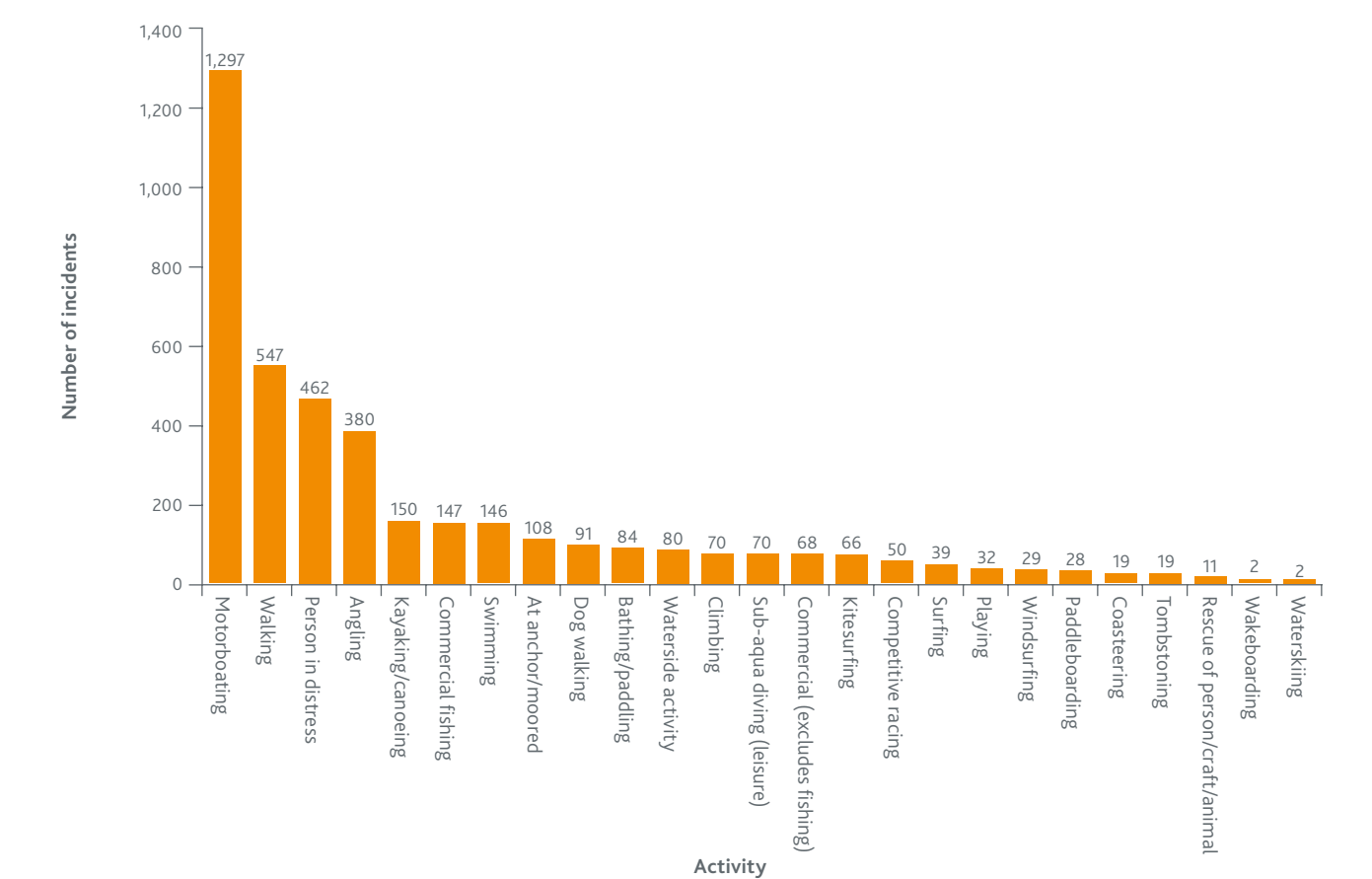
Source	Number of launches	%
Coastguard	7,343	87.0
Lifeboat station personnel	253	3.0
Casualty	241	2.9
Public	212	2.5
Police	98	1.2
Harbour master	46	0.5
Another vessel	27	0.3
Member of the family at the scene	22	0.3
Friend at the scene	19	0.2
Medical authority	19	0.2
Member of a group (such as club or school)	8	0.1
Member of the family at home	7	0.1
National Coastwatch	6	0.1
Work colleague	6	0.1
Friend at home	3	<0.1
Other	47	0.6
Unknown	79	0.9
Total	8,436	100.0

Time to launch from receipt of first information



ILB includes boarding boat and inshore rescue boat (IRB) launches.

Casualty activities – top 25 incidents



Distance to casualty

Distance to casualty (nautical miles)	ALB	ILB	RWC	IRH
0–6	1,538	4,888	2	52
7–10	372	278	10	4
11–15	235	77	11	1
16–20	108	16	2	1
21–25	36	9	0	0
26–30	15	1	0	0
31–35	10	0	0	0
36–40	10	4	0	0
41–45	6	1	0	0
46–50	5	0	0	0
51–55	1	0	0	0
56–60	0	0	0	0
61+	9	0	0	0
Rescue craft did not reach casualty	251	472	11	0

Casualty care incidents

Lifeboat casualty care	Number
Incidents	461
People aided	490
People aided who were Big sick [†]	188
People aided who were Little sick [†]	302

[†]The big/little sick evaluation is decided upon by using physiological markers from the casualty. Big sick casualties are time critical and need evacuation as soon as possible, possibly being treated en route rather than at the scene of the incident, whereas little sick casualties are not time critical and can be fully treated at the scene of the incident prior to a steady evacuation.

Casualty care – condition

Category	Medical condition	Number	%
Lifesaving intervention	Unconscious and not breathing	49	7.7
	Unconscious and breathing	26	4.1
	Life-threatening bleed	7	1.1
	Choking	5	0.8
Illness	Chest pains/discomfort (non-traumatic)	23	3.6
	Seasickness	19	3.0
	Diving-related	13	2.0
	Fits, seizures and convulsions	11	1.7
	Unknown illness/stroke	9	1.4
	Diabetes	6	0.9
	Asthma	5	0.8
	Stings and bites	1	0.2
	Other illness	32	5.0
Injury	External bleed	47	7.4
	Head injury	42	6.6
	Fracture	40	6.3
	Spinal injury	18	2.8
	Chest injury	17	2.7
	Internal bleed	4	0.6
	Burn	2	0.3
	Other injury	56	8.8
Immersion or heat-related	Cold	116	18.3
	Hypothermia	38	6.0
	Drowning – unconscious	29	4.6
	Other immersion/heat-related	9	1.4
	Drowning – conscious	8	1.3
	Heat exhaustion	4	0.6
Total		636	100.0

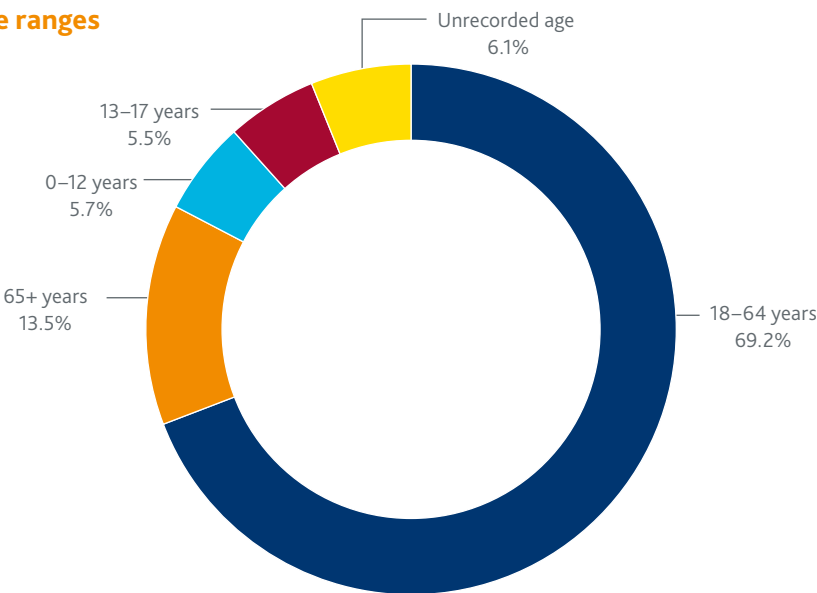
Stretcher usage

Stretcher	Number of times used
Orange basket	69
Other stretcher	20
Ambulance pouch	6
PS1	5
Spine board	3
Neil Robertson	2
Total	105

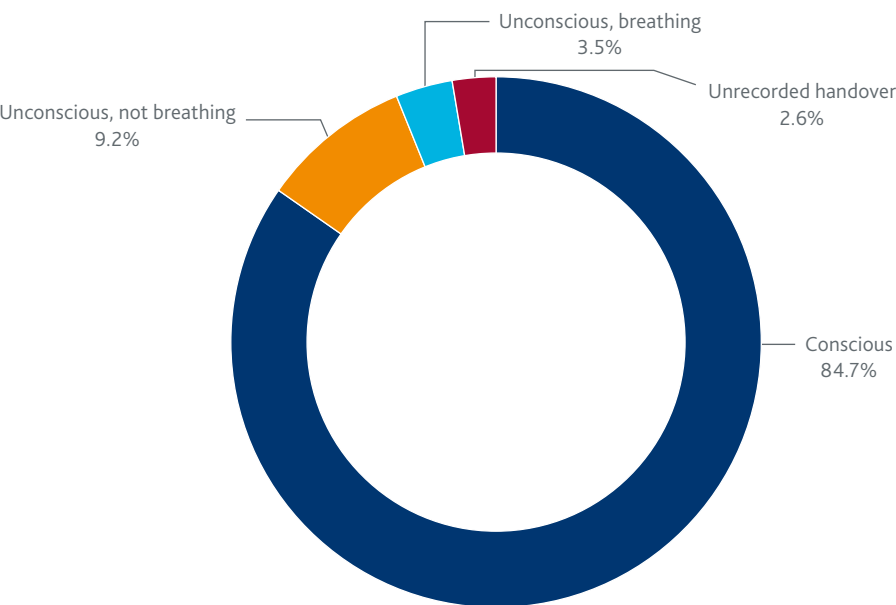
Casualty care – treatment

Type	Treatment	Number	%
Airway management	Plastic airway	24	2.8
	Suction	16	1.9
	Recovery position	12	1.4
	Back slaps	1	0.1
Oxygen	Free-flow mask	109	12.8
	Bag and valve mask	34	4.0
	Pocket mask	1	0.1
CPR (cardiopulmonary resuscitation)	Chest compressions	48	5.6
	Other defibrillator	12	1.4
	RNLI defibrillator	5	0.6
Dressing/stabilisation	Ambulance dressing	12	1.4
	Trauma dressing	12	1.4
	Other dressing/stabilisation	9	1.1
	Fracture straps	7	0.8
	Gauze	7	0.8
	Manual immobilisation	6	0.7
	Collar	5	0.6
	Triangular bandage	4	0.5
	Crepe bandage	3	0.4
	Direct pressure	3	0.4
	Eye wash	2	0.2
	Cold water	1	0.1
	Tourniquet	1	0.1
Drugs	Entonox	26	3.0
	Glucogel	6	0.7
	Aspirin	5	0.6
	Salbutamol inhaler	4	0.5
	GTN (glycerol trinitrate)	3	0.4
	Travel sickness tablets	3	0.4
	Casualty's own medication	2	0.2
	Paracetamol	1	0.1
Temperature control	Blanket	113	13.2
	Warmed	76	8.9
	Thermal bag	19	2.2
	Balaclava	18	2.1
	Cooled	4	0.5
	Other temperature control	14	1.6
Treatment position	Sitting	104	12.2
	Lying	103	12.1
	W position	15	1.8
	Standing	2	0.2
	Tripod position	2	0.2
Total		854	100.0

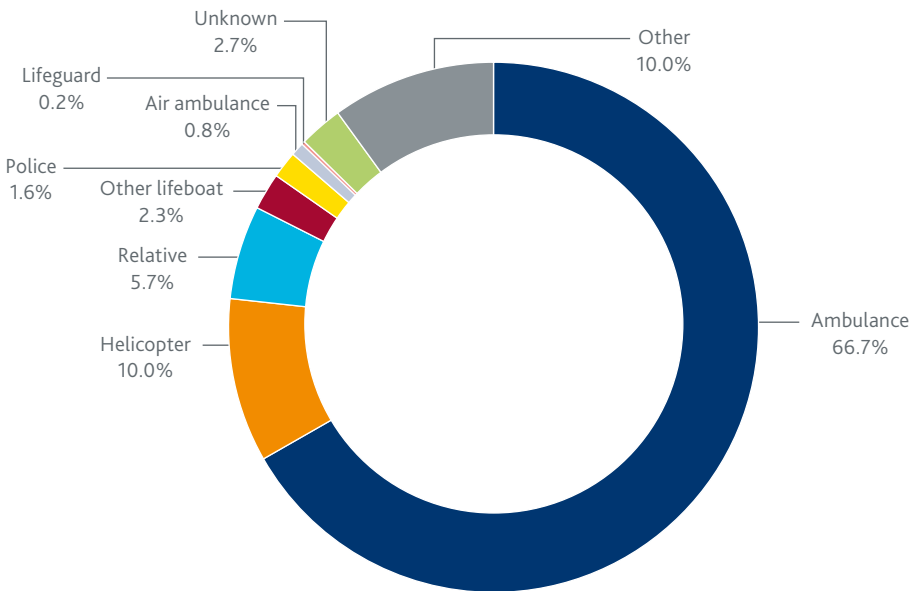
Casualties treated – age ranges



Casualty handover – by response



Duty of care handover





Lifeguard statistics overview

2017

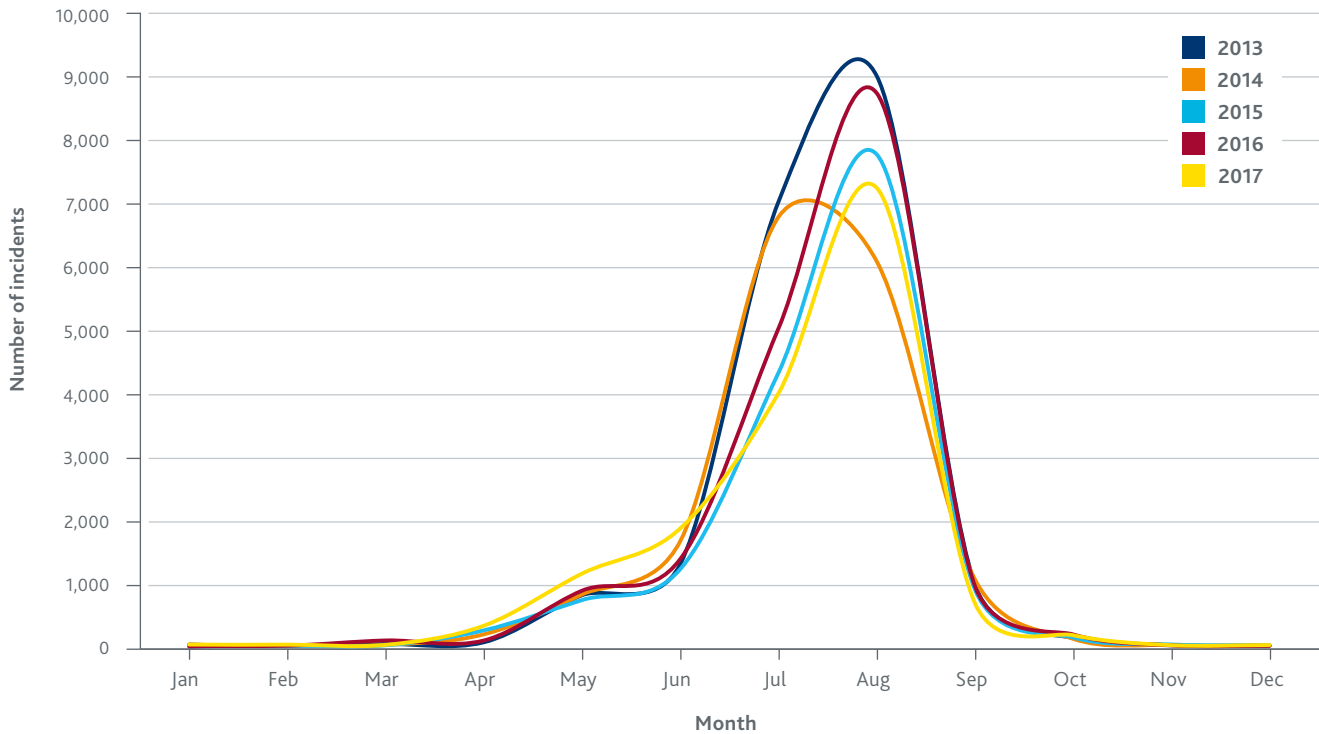
Lifeguards	Number
Incidents	15,558
Lives saved	84
People aided	24,044
Preventative actions	3,323,464

2013-17

Year	2013	2014	2015	2016	2017
Number of lifeguard units	202	215	225	240	249
Total number of incidents	19,594	17,050	15,714	17,414	15,558
Total number of people aided	21,938	19,343	18,181	20,538	24,044
Average number of incidents per unit	97	79	70	73	62

Actions taken	2013	2014	2015	2016	2017
Lives saved	100	92	94	127	84
Rescue	1,567	1,769	1,790	2,082	1,783
Assistance	2,472	2,266	2,752	2,876	2,884
Casualty care	1,041	1,083	1,080	1,210	1,200
Minor first aid	14,297	11,884	10,592	10,966	9,490
Search	193	182	160	197	213
Missing/found	1,547	1,299	1,103	1,777	1,440
Mass rescue	-	-	-	-	6,898
Non-aquatic assistance including from sandbanks	-	-	-	-	6,085
Near miss	284	400	301	978	517
False alarm	-	-	-	-	98
Animals	-	-	-	-	182
Other	437	378	309	325	734

Lifeguard incidents by month 2013-17



Lifeguard statistics 2017

Preventative actions

Preventative action type	Number
Face-to-face	1,684,486
Public announcement (PA)/loudspeaker	65,023
Positioning signs/flags	912,682
Moving signs/flags	315,176
Other preventative actions†	346,097
Total	3,323,464

†Other includes using hand signals and whistles, and removing hazardous objects.

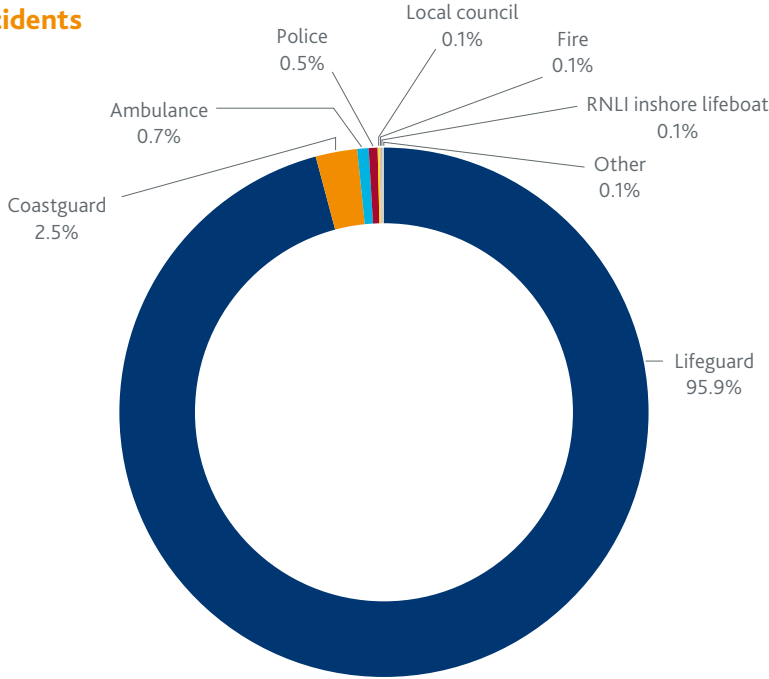
Distance to casualty

Distance from water's edge (m)		Distance from lifeguard unit (m)					
		Within flags	0–50	51–200	201–500	501–1,000	1,001+
301+	301+	0.4%	0.5%	0.6%	0.8%	1.1%	1.4%
	201–300	0.6%	0.9%	1.2%	1.8%	0.7%	0.3%
	51–200	5.3%	7.2%	9.2%	3.9%	1.8%	0.7%
	0–50	20.1%	23.2%	9.3%	4.2%	2.7%	2.1%

- Distance from rescuer presents lowest danger to casualty
- Distance from rescuer presents moderate danger to casualty
- Distance from rescuer presents highest danger to casualty



Coordination of main incidents

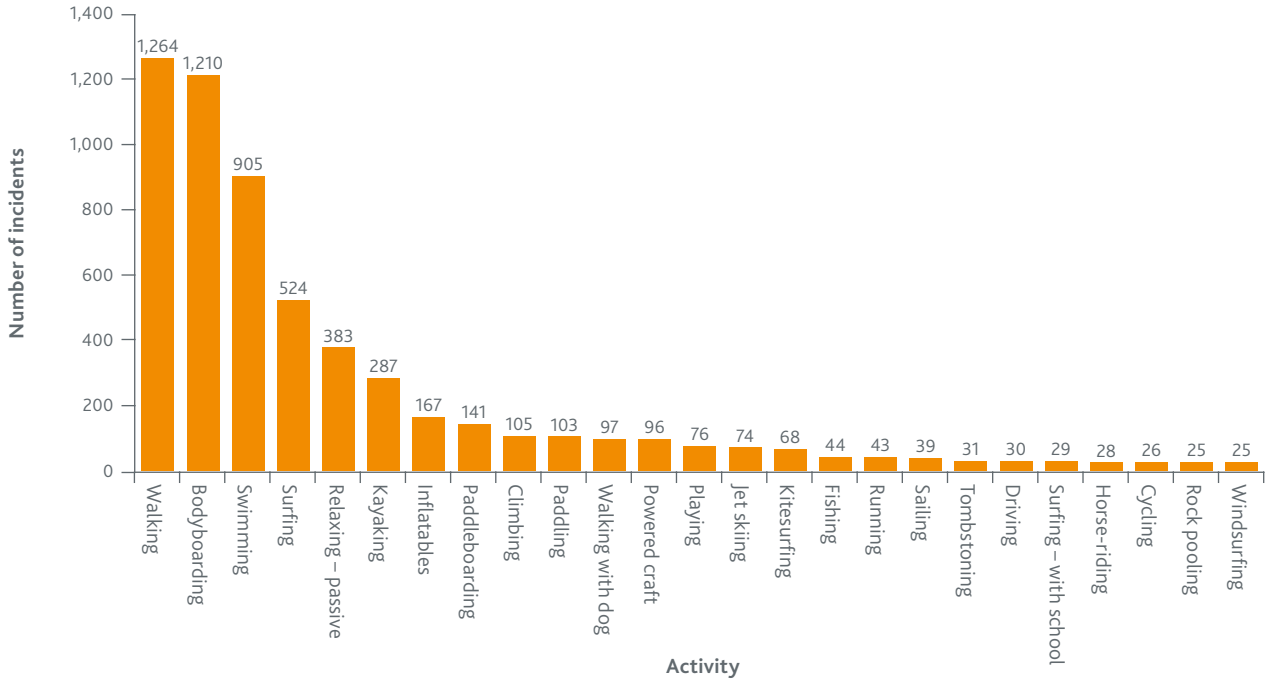


Rescue equipment and other methods used

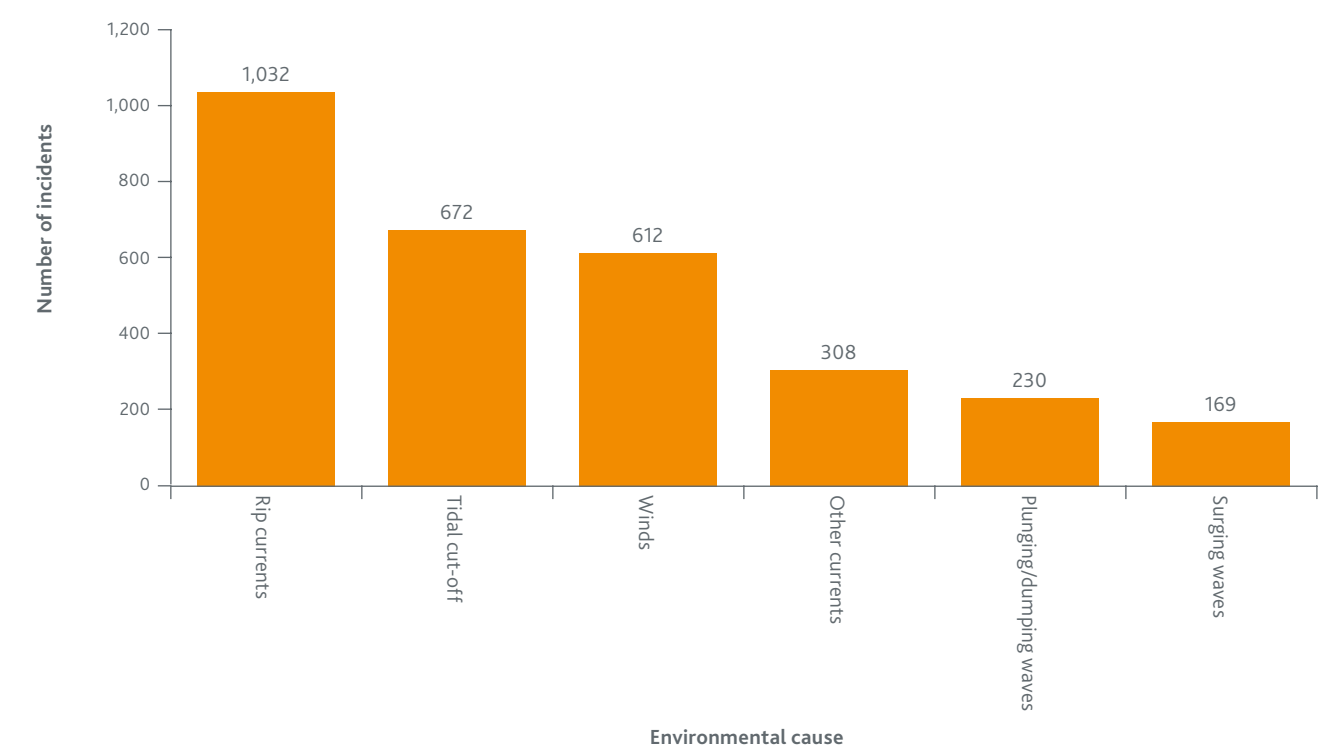
Rescue equipment/method used	Number of times used	%
Rescue board	2,091	39.3
Responder bag	1,177	22.1
Inshore rescue boat	395	7.4
Rescue watercraft	293	5.5
Rescue tube	290	5.5
Swim	45	0.9
Other†	1,026	19.3
Total	5,317	100.0

†Other includes use of all-terrain and four-wheel-drive vehicles (ATVs and 4WDs), lifting, climbing, wading, and snatch and grab of casualties.

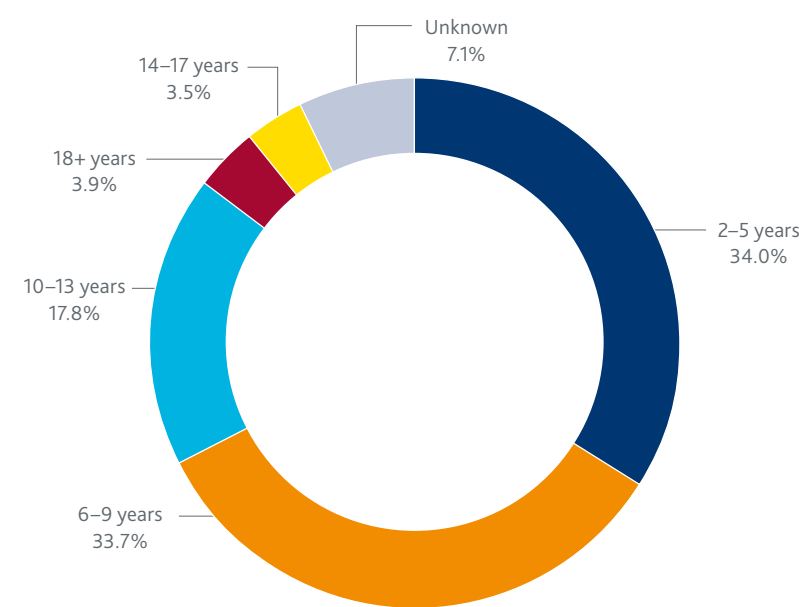
Casualty activities – top 25 incidents



Environmental causes of incidents – top 6



Missing/found – age ranges



Casualty care incidents

Lifeguard casualty care	Number
Incidents	1,187
People aided	1,201
People aided who were Big sick†	367
People aided who were Little sick†	834

†The big/little sick evaluation is decided upon by using physiological markers from the casualty. Big sick casualties are time critical and need evacuation as soon as possible, possibly being treated en route rather than at the scene of the incident, whereas little sick casualties are not time critical and can be fully treated at the scene of the incident prior to a steady evacuation.

Stretcher usage

Stretcher	Number of times used
Spine board	61
Other stretcher	17
Ambulance pouch	16
PS1	1
Total	95

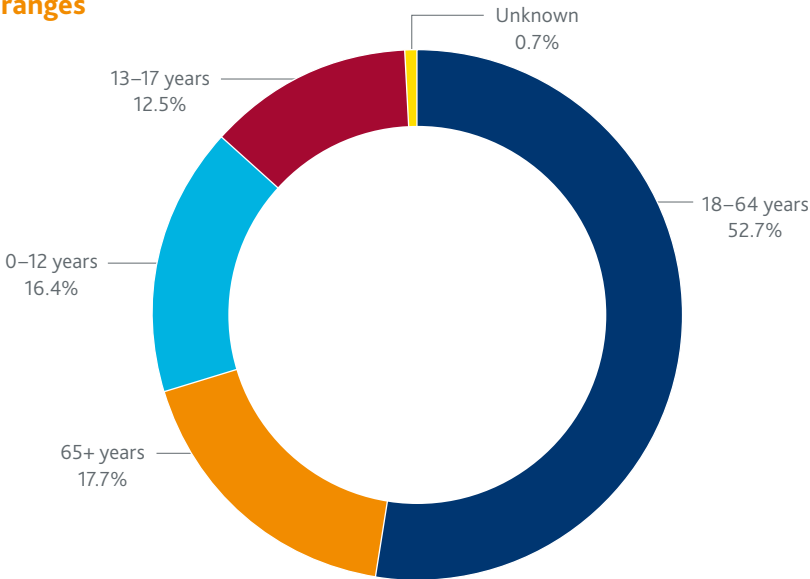
Casualty care – condition

Category	Medical condition	Number	%
Lifesaving intervention	Unconscious and breathing	41	2.8
	Unconscious and not breathing	11	0.8
	Choking	8	0.5
	Life-threatening bleed	2	0.1
Illness	Unknown illness/stroke	156	10.6
	Fits, seizures and convulsions	63	4.3
	Asthma	53	3.6
	Chest pains/discomfort (non-traumatic)	43	2.9
	Diabetes	21	1.4
	Stings and bites	20	1.4
	Severe allergic reaction	19	1.3
	Seasickness	3	0.2
	Diving-related	1	0.1
	Other illness	90	6.1
Injury	Fracture	263	17.9
	Head injury	207	14.1
	External bleed	157	10.7
	Spinal injury	66	4.5
	Burn	9	0.6
	Chest injury	8	0.5
	Internal bleed	2	0.1
	Other injury	81	5.5
Immersion or heat-related	Cold	58	3.9
	Heat exhaustion	39	2.6
	Drowning – conscious	31	2.1
	Heat stroke	9	0.6
	Hypothermia	7	0.5
	Drowning – unconscious	3	0.2
	Other immersion/heat-related	2	0.1
Total		1,473	100.0

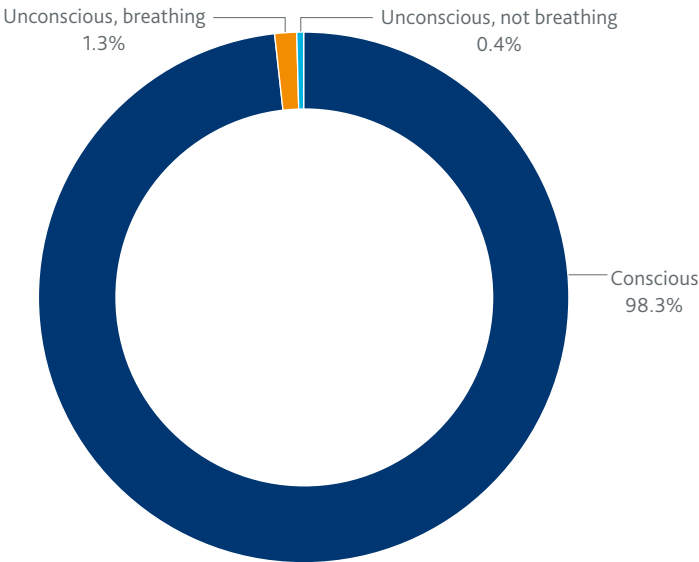
Casualty care – treatment

Type	Treatment	Number	%
Airway management	Recovery position	64	2.4
	Plastic airway	10	0.4
	Suction	9	0.3
	Back slaps	3	0.1
Oxygen	Free-flow mask	266	9.9
	Bag and valve mask	9	0.3
CPR (cardiopulmonary resuscitation)	RNLI defibrillator	10	0.4
	Chest compressions	8	0.3
	Other defibrillator	2	0.1
Dressing/stabilisation	Ambulance dressing	82	3.1
	Gauze	80	3.0
	Eye wash	61	2.3
	Direct pressure	57	2.1
	Crepe bandage	51	1.9
	Cold water	50	1.9
	Triangular bandage	42	1.6
	Manual immobilisation	40	1.5
	Other dressing/stabilisation	37	1.4
	Trauma dressing	20	0.7
	Fracture straps	13	0.5
	Collar	9	0.3
	Cling film	7	0.3
	Hot water	5	0.2
	Indirect pressure	2	0.1
Drugs	Entonox	96	3.6
	Glucogel	95	3.6
	Paracetamol	77	2.9
	Salbutamol	46	1.7
	Casualty's own medication	39	1.5
	GTN (glycerol trinitrate)	19	0.7
	Aspirin	14	0.5
Temperature control	Blanket	233	8.7
	Warmed	188	7.0
	Cooled	103	3.8
	Thermal bag	18	0.7
	Balaclava	14	0.5
	Other temperature control	19	0.7
Treatment position	Sitting	480	17.9
	Lying	214	8.0
	W position	46	1.7
	Standing	24	0.9
	Tripod position	14	0.5
Total		2,676	100.0

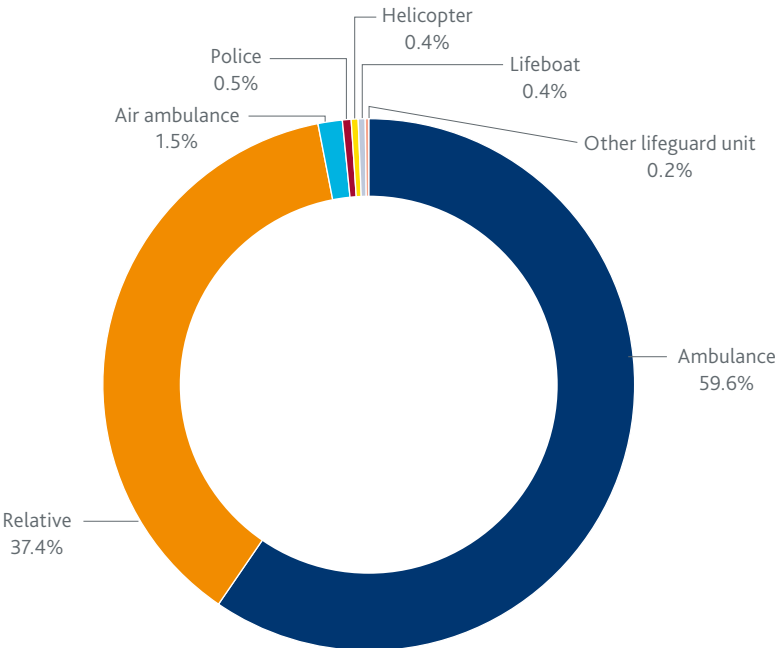
Casualties treated – age ranges



Casualty handover – by response



Duty of care handover



Minor first aid

Top 10 minor conditions

Condition	Number
Weever-fish sting	4,363
Cut	2,864
Graze	1,565
Foreign object in eye	277
Puncture	243
Bruise	236
Break/loss of nail	163
Head wound	137
Jellyfish sting	135
Bee/wasp sting	121
Other	507
Total	10,611

Top 10 minor treatments

Treatment	Number
Hot water	4,336
Reassurance	4,208
Plaster	3,180
Eye wash	1,947
Medi-wipe	1,942
Cold water	1,147
Non-absorbent gauze	541
Cold compress	478
Shade	388
Crepe bandage	294
Other	981
Total	19,442





Beach management statistics 2017

The RNLI lifeguard service endeavours to provide services based on beach safety assessments and that meet best practice standards. Effective and efficient beach management is a core organisational competency that drives service delivery. We also provide advice and support to beach operators on a national and international basis.

In 2017 the RNLI continued to work with the University of Plymouth on their research findings to quantify beach risk, which will be used in order to inform and assist future rollout of the lifeguard service.

Beach safety assessment consultancy service

The RNLI lifeguard service offers a free coastal beach safety assessment consultancy service to all local authorities and private beach owners. The assessment process is designed to help facilitate a comprehensive beach safety management strategy by highlighting hazards and assessing ratings and suggested control measures. The number of non-RNLI beaches assessed in 2017 was 34, bringing the total number assessed to 447, with 42 quick scans (short-version beach safety assessments) also being completed for non-RNLI beaches.

In addition to the external consultancy service, a full beach safety assessment is completed for each RNLI lifeguarded beach every 5 years, with annual reviews carried out in between by the local teams. Figures shown below do not include internal assessments.

Beach safety signage

2017 saw the continued rollout of beach operators installing the RNLI's national guideline beach safety signage system. Signage audit reports were provided for 29 non-RNLI beaches, bringing the total to 245. The RNLI's publication *A Guide to Beach Safety Signs, Symbols and Flags* is available as a self-help guide to all beach operators and the RNLI can provide local authorities with further assistance and advice through beach safety signage audits.

Public rescue equipment

Following on from the RNLI's publication *A Guide to Coastal Public Rescue Equipment*, public rescue equipment audit reports were provided for 26 non-RNLI beaches bringing the total to 137 that have now benefited from this service. The publication is also available to beach operators as a self-help guide.

Audits carried out	2013	2014	2015	2016	2017
Initial beach safety assessment	6	29	14	3	34
Beach safety signage audits	12	24	4	12	29
Public rescue equipment audits	8	22	3	3	26
Quick scans	215	105	31	29	42

Community safety statistics 2017

The role of prevention in the RNLI is seen as essential in reducing the number of fatalities and helping the organisation move towards its target of a 50% reduction in coastal fatalities by 2024. In its concept of operations the RNLI identifies safety education and accident prevention as a key strand.

The number of people taking part in water-based activities, including coastal walking and leisure time at the beach, increased in 2017. Each year, in September, a consortium of organisations, including partners such as British Marine, RYA and MCA, commission Arkenford to conduct a UK Watersports Participation Survey. This covers watersports activities carried out by those living in the UK but carrying out activities inland, on the coast and abroad.

Surveying around 12,000 adults aged 16 years and over, in 2017 this showed a 3.3% increase in the number of people taking part in watersports (inland and coastal) and activities connected with the coast. This equates to a best estimate volume of an additional 2 million adults participating in these activities since the 2016 survey. This is also the highest participation estimate recorded since the survey began in 2002.

In 2017 the Community Safety Team promoted prevention messages across communities and recorded meaningful conversations with over 18,300 people about safety and water through a variety of methods. The team uses evidence and research into key areas to develop interventions including training, advice and products that focus on changing behaviours within the groups most at risk. In 2017 the activities focused on were: sub-aqua diving, walking and waterside, and boating, with an emphasis on diver health, lifejacket wear and carrying a means of calling for help.

The following gives a brief account of community safety activity in 2017 with accompanying data where available. Much of this data is dependent on the activity and efforts of volunteers and is not subject to the same quality controls as returns of service or lifeguard records. In addition, 2017 data may not be directly comparable with earlier years due to changes in resources and approach, including the piloting of a new prevention monitoring system.

A focus on communities

Respect the Water

Respect the Water is the RNLI's national drowning prevention campaign. Its role is to encourage safe enjoyment of the coast, remind people about key risks such as cold water shock and falling in unexpectedly, while also giving advice on how to survive in an emergency.

In 2017, the multimedia campaign launched on 24 May and ran until 1 September. During this time seven people contacted the RNLI claiming that floating helped to save their life – showing it is having real impact. In addition, activity highlights included:

- 92% of men aged 16–39 years had an opportunity to see or hear about the campaign approximately 13 times over the summer
- 445 items of news coverage to the equivalent value of £788,000
- more than 6 million full views of the Float to Live advert in cinemas, with a further 12 million views on catch-up TV and online
- almost 30,000 mentions of #RespectTheWater, and more than 33,000 shares of the campaign content on Facebook
- our partnership with The Lad Bible being an effective channel for us, with this content viewed by 12 million people.

Across the UK and Ireland the campaign achieved the following outcomes in 2017:

- 634,000 individual people visited our award-winning website RespectTheWater.com – our highest level yet.
- Campaign awareness continues to build, with 33% of young men (16–39 years) now aware of the campaign in the UK and 49% in Ireland. Nationally, awareness has also grown since 2016, with 23% of the population being aware in the UK, and in Ireland the figure is even higher at 45%.
- 44% of young men in the UK, and 62% of young males in Ireland recall seeing or hearing the campaign during the summer. Nationally, this recognition is 29% in the UK and 47% in Ireland.
- The amount of young men claiming to take precautions near the water is increasing steadily and at a national level this self-reported behaviour is 76% in the UK and 78% in Ireland.
- We are also starting to see people recall the fight your instinct and float messages. When asked what they would do first if they fell into open water unexpectedly, over the course of the campaign there was a significant increase in young men spontaneously stating that they would float first (from 3% to 17% in the UK, and from 9% to 26% in Ireland).

Increasing awareness and changing behaviour

The Community Safety Team monitors progress relating to changes in awareness, attitude, knowledge and behaviour in relation to water safety.

The Watersports Participation Survey asks people if they remember seeing any public safety messages in relation to the sea/coastline. Safety was the fifth most remembered message in 2015, rising to third in 2016 and second in 2017.

Those reporting carrying a means of calling for help and wearing a lifejacket/buoyancy aid at all times have all seen increases since 2016 in the survey. In 2017 more people are reporting wearing their lifejacket/buoyancy aid at all times as well as always carrying either an EPIRB, VHF radio, VHF DSC or a mobile phone on their person. This is encouraging given the promotion of these by the team in 2017.



Every year we carry out lifejacket observations on the extent of lifejacket wear. The number of observations recorded in 2017 was approximately 25,000 – a similar figure to that recorded in both 2016 and 2015.

Wearing a lifejacket/buoyancy aid	2015	2016	2017
Adults	47%	48%	51%
Children	73%	77%	78%

Angling

In 2017 the RNLI continued to consolidate its safety initiatives relating to angling, which began in 2013. Press and social media communications targeted rock and boat anglers who were asked to always wear a lifejacket and carry a means of calling for help. We also continued and expanded our partnership with Amazon where RNLI safety messages were offered to those who searched for angling products on the Amazon site. 2018 activity will include working with key members of the rock angling community to help spread our key messages to this hard-to-reach group. Social media and YouTube films of key figures in angling using lifejackets will be used.

Kayaking

Our kayaking messages continued to be promoted with a social media campaign and the first of three hard-hitting videos that stress the importance of carrying a means of calling for help on your person. To date, on Facebook, this video has recorded almost 300,000 views. This was shared by activity experts and regional press including British Canoeing, BBC South East, BBC Wessex and *The Paddler* e-magazine, generating around 15,000 further views. We have updated the safety pack in consultation with the MCA and British Canoeing. Waterproof phone cases continued to be offered to those who engage with our volunteers. We have improved the pouch design enabling people to take photos while using it, using the social aspect to increase the likelihood of behaviour change. The first local kayaking map for Anglesey, originally launched in 2015, has been updated to dual language. The two further maps of Poole Harbour and St Ives Bay remain popular. The maps highlight key safety advice, danger areas, car parks, facilities and local suppliers in a handy fold-up credit-card-sized map.

Sub-aqua diving

The statistics in the *2017 BSAC Diving Incident Report* show that there were an average of 13 fatalities each year over the last 10 years and in 2017 there were 11 fatal incidents reported in the UK ([bsac.com/news-and-blog/bsacs-incident-report-2017-now-available/](#)). The RNLI continued its major campaign relating to divers’ health and asked divers, particularly those aged over 50, to get a regular health check with a healthcare professional or a registered diving doctor. As part of this campaign we continued our tour of the main UK dive centres with WellPoint Health Kiosks, encouraging divers to check on their cardiac health. In 2017, a third machine has been used, with over 30 dive stores hosting a machine for 4 weeks at a time in both the UK and Ireland, resulting in over 1,400 new tests being carried out direct with divers.

Using RNLI WellPoint kiosks	2016	2017
Divers	1,041	1,438
Non-divers	910	715
Total	1,951	2,153

In October 2016, the RNLI Diver Sea Survival course was launched. By the end of 2017, six training agencies in the UK and Ireland were starting to teach the course and the club-based workshop version. 2018 will see us promoting the course and workshop, working with our partners to see how we can help them get more divers booked onto their courses.

Sailing and boating

Boating work focused on the volunteer activity of the face-to-face Advice Onboard service and lifejacket clinics. Local and national event stands were staffed by volunteers and staff and included working with face-to-face fundraising to support each other. The key messages were to wear a lifejacket and carry a means of calling for help. There were almost 4,500 face-to-face engagements at just two national shows. At the national events a number of lifejackets, personal locator beacons (PLBs), emergency position indicating radio beacons (EPIRBs) and other lifesaving products were given away as part of a free prize draw. These prizes were very kindly donated by their manufacturers who see the benefit of working with us to promote our lifesaving messages. We also recorded an additional 500+ interactions across the UK and Ireland (excluding the London and Southampton International Boat Shows).

Lifejacket lockers, enabling yachtsmen and women to safely and securely store their lifejackets once they have rowed ashore by tender, continue to expand with new sites at Bucklers Hard and Mevagissey, building on the behaviour-changing infrastructure along the south coast of England. We currently have 66 lockers in 7 locations, and a further 5 locations are planned in 2018. In addition, we have worked collaboratively with the RYA to produce a booklet of lifesaving information – *Better Boating* – with 30,000 of these booklets currently being distributed among boaters. We also created a thought-provoking video to highlight the need to wear your lifejacket all the time. This has been viewed over 1 million times across two social platforms.

Cut off by the tide

Text for Tide pilot programmes have been running year-round at Cramond Island near Edinburgh and summer-only at Coney Island in Co Sligo. The free text service provides safe crossing times for the pathways to the islands. During 2017 there were over 6,500 texts to the service across both sites. We are also collaborating with the National Oceanography Centre to increase the provision in Ireland to provide a year-round service.

Walking and waterside activities

Our volunteers have been promoting our core safety messages: carry a means of calling for help; tell someone where you are going and when you will be back; check the weather and tides;

and read signs. Staff and volunteers are distributing over 43,000 key rings, promoting this messaging and explaining the calling-for-help procedure.

We began a pilot called the Community Responder scheme in two areas with specially trained volunteers providing waterside venues with throw-bag training. This was also expanded to work in partnership with two fire and rescue services. This pilot continues into 2018.

Our pilot partnership with the National Trust in five locations continued in 2017 with a focus on working together to make the environments safer and educating visitors about possible risks.

Volunteers and staff attended two DogFest events giving out our dog walking safety messages and engaging with dog owners across venues in England. We also piloted a partnership with Vets4Pets practices in Wales giving out our safety messages to dog owners, which continues into 2018.

Individual advice

The RNLI has 399 active community safety volunteers, who are specially trained to provide safety advice on a wide range of topics. Advice may vary from basic discussions about the weather and tides to highly specialised information on engines, vessel stability and lifejacket use and duration.

The Community Safety Events Team attends national and regional events as well as supporting volunteers at local events and the team records the number of face-to-face conversations they have with members of the public at events they are responsible for. In April 2017 a new monitoring system started to be rolled out to a small number of users to allow volunteers to record the activity they deliver related to prevention. This system recorded that 18,300 people received some form of advice from team members between April and December.

	2015	2016	2017
People receiving advice and products from Community Safety Events Team	10,503	14,193	18,300

Lifejackets save lives. Our lifeboat crews have been wearing them since the 19th century and the RNLI has been encouraging lifejacket use for many years. We offer the public expert advice on lifejackets through our free lifejacket checks, dedicated clinics and other events. In 2017 we recorded checking 988 lifejackets to make sure they were serviceable. This number is likely to increase in 2018 as the new prevention monitoring system is more widely used.

The RNLI offers a free, friendly and confidential service, known as Advice Onboard, that looks at the safety aspects of almost any type of leisure craft. The face-to-face sessions are conducted by our highly trained volunteers and take place onboard the owners’ craft. This service is free and is available in all parts of the UK and Ireland.

	2015	2016	2017
Number of Advice Onboard sessions carried out	236	193	176

Commercial fishing

Commercial fishing is recognised as a dangerous profession, with the RNLI working hard to reduce the number of commercial fishermen who lose their lives each year. During 2017, through exhibitions and directly at ports, we had conversations with more than 3,500 commercial fishermen. In 2017, we ran two events in the RNLI sea survival pool that saw 26 commercial fishermen experience the effects of cold water without the aid of a personal flotation device (PFD) and launched a social media campaign promoting the wear of PFDs, which was watched over 19,000 times.

Lifejackets for commercial fishermen

Working together with the Fishing Industry Safety Group (FISG) the RNLI has provided design advice and distribution of lifejackets, accompanied by training. The lifejackets are funded by FISG, who worked collaboratively with lifejacket manufacturers to design a lifejacket that is small, durable and positioned so that it does not interfere with the machinery and tools used by commercial fishermen. Numbers given below have dropped over the last 2 years as the current scheme comes to an end.

Wearing a lifejacket/buoyancy aid	2015	2016	2017
Commercial fishing lifejackets issued	499	247	85
Fishermen trained by the RNLI in lifejacket use	425	247	88

Individual advice

2017 saw the first full year of three commercial fishing safety staff members, who are former commercial fishing skippers, providing individual advice and information relating to lifejackets, liferafts, location devices and risk assessments.

	2015	2016	2017
Fishermen given individual advice at port	661	1,509	2,101
Fishermen given individual advice at exhibitions/fishing shows	Not recorded	Not recorded	1,740
Vessels visited	267	505	812
Ports visited	98	279	281

Training

Our fishing safety manager and coordinators are accredited SEAFISH instructors for government mandatory safety courses and voluntary courses. Mandatory courses include safety awareness, firefighting, first aid and sea survival as well as health and safety. Voluntary courses include stability and bridge watch-keeping. Effective training is a key step in growing a safety culture within the commercial fishing industry. The numbers below show the number of fishermen trained and training days delivered by the RNLI Commercial Fishing Team.

	2015	2016	2017
Fishermen trained	368	288	395
Training days	28	24	27



Flood rescue statistics 2017

The RNLI Flood Rescue Team is available 24 hours a day, 7 days a week, to deploy to flooding events in the UK, Republic of Ireland and abroad to perform search and rescue. The team comprises lifeboat crews and lifeguard personnel from all around the RNLI, who have been specially trained for the risks involved when working in or around fast moving floodwater.

The RNLI has the capacity to deploy up to seven Type B teams that meet DEFRA (Department for Environment, Food & Rural Affairs) configuration requirements and are declared to the relevant national agencies for deployment anywhere in the UK, Isle of Man and Republic of Ireland. There are also occasions when our community assets, the lifeboat stations and lifeguards, are called upon to support their local communities.

RNLI flood rescue volunteer teams remained on standby, undertaking over 3,000 hours of in-water training annually to maintain their competence.

There was one flood deployment on 12 January 2017 at Jaywick in Essex where there was a high risk of coastal flooding. Two people, who were trying to recover a boat in a dangerous position, were assisted by the team on 14 January.

Although there have been no large-scale flood incidents over the last 2 years, we operate as part of the national model to provide resilience for large-scale flooding events, and still remain here when needed for the big events when they occur.

Flood rescue	2013	2014	2015	2016	2017
Deployments	4	6	13	0	1
Lives saved	0	0	0	0	0
People rescued (including lives saved) [†]	25	1	74	0	0
People assisted [†]	n/a	n/a	337	0	2

[†]The definitions for recording the number of people rescued and assisted changed in 2015.



International statistics 2017

Worldwide, drowning is an epidemic that kills around 360,000 annually especially in low- and middle-income countries (World Health Organization (WHO)). Throughout 2017 the RNLI provided training, resources and capacity building to organisations involved in drowning prevention in their communities.

The RNLI is working with partners in countries with a high-drowning burden to reduce drowning through:

- building the capacity of overseas lifesaving and drowning prevention organisations in flood rescue, lifeguarding, aquatic survival and search and rescue services
- supporting delivery of drowning prevention activities aimed at the most-at-risk groups
- bringing attention to the scale of the global drowning problem among international and national audiences.

Bangladesh

The RNLI works with the Centre for Injury Prevention and Research Bangladesh (CIPRB) on two drowning prevention projects.

In 2016, the RNLI, The George Institute for Global Health and CIPRB developed the Bhasa project in Barisal, targeting children aged 1–11 years old, with the aim of preventing drowning. The first phase included a survey and qualitative research to understand common risk factors of drowning, and related behaviours and beliefs. In June 2017 community-operated crèches were established to supervise children (1–5 years) in a safe environment outside their homes, provide SwimSafe sites (adapted local ponds) to teach children (6–11 years) basic survival swimming, and establish village injury prevention committees. The project plans to evaluate these interventions and coordinate a drowning reduction plan for the division.

In Cox’s Bazar SeaSafe has expanded in 2017 and now patrols three beach sections all year. The SeaSafe Team also provides swimming lessons to children and water safety education in schools and communities..

Bangladesh	Number
Paid lifeguards	26
People rescued	29
First aid actions	10
Preventative actions	235,026
Children and community members receiving water safety lessons	30,451
Children receiving survival swimming lessons (combined Bhasa project and SeaSafe)	13,479
Children enrolled in community-operated crèches	9,930

The RNLI has also been working with the Bangladesh Fire Service and Civil Defence to enhance their capability to provide flood rescue.

Bangladesh	Number
Flood rescue operators trained	60
Flood rescue trainers trained and delivering training	4

Tanzania

The RNLI works with The Panje Project, a community-based NGO in Zanzibar, which is a semi-autonomous archipelago off the coast of Tanzania. Over a number of years the RNLI and The Panje Project have worked to further develop the Aquatic Survival programme, which is composed of two modules. Module 1 is classroom-based and aims to teach children water safety messages, while module 2 teaches practical survival swimming skills in the sheltered lagoon that surrounds the island.

Tanzania	Number
Swimming teachers trained	21
Children taught survival swimming skills	2,190
School teachers trained to teach water safety lessons	508
Children taught water safety lessons by school teachers trained by The Panje Project	47,700

Ghana

In Ghana, the RNLI is working with the Felix Fitness Foundation to scale-up the delivery of the Aquatic Survival module 1 in schools across the capital city, Accra. In 2017 the team changed their approach and trained school teachers to deliver the water safety messages to their classes.

Ghana	Number
Teachers trained to deliver water safety messages	1,286
Number of schools	515
Number of children receiving a water safety lesson	21,260

Future Leaders in Lifesaving

In September 2017, the RNLI held its annual Future Leaders in Lifesaving course in Poole, England. This year’s focus was on leadership, planning and organisational development, and training was provided to individuals from our partner organisations in the three countries we currently operate in internationally.

Future Leaders in Lifesaving	Number
Total attending Future Leaders in Lifesaving course	15



Youth education statistics 2017

The RNLI takes water safety messages and stories of rescue and bravery to young people through a range of programmes. Our staff and volunteers spoke to 753,013 young people in 2017 through lifeguard programmes, school, youth group and lifeboat station visits, and community partnerships. Swim Safe, a partnership programme with Swim England, continued to increase its reach delivering open water swimming sessions at 22 locations across the whole of the UK.

Raising awareness

The Youth Education programme aims to increase awareness of the RNLI brand and the risks children and young people face in, on and around water. The activities are targeted at young people as well as parents and teachers.

In 2017, we developed new youth brand guidelines based on extensive research with children and teens. This resulted in a set of guidelines that ensures our cause and prevention communications are consistent, age appropriate and clearly understood and engaged with.

Following a successful pilot in 2016 of a Respect the Water campaign aimed at teenagers, we further developed this in 2017 doing extensive research with the audience to improve the impact of the campaign. Targeting 13–15 year olds, we again focused on social and digital channels mirroring the Float to Live message used in the national campaign.

By creating a vlogger-type film (a longer, more serious information-led approach) we showed a lifeguard and an 'average Joe' demonstrating the float skill. This had 300,437 full views of the film and 40,702 visits to the Respect the Water web page as well as many likes and shares on Facebook and Instagram. Accompanying education resources are available online for use by teachers at RNLI.org/teachsurvival.

Programme/Activity	Awareness/Number				
	2013	2014	2015	2016	2017
Education resources downloads	22,181	27,291	31,126	31,004	31,711
Shorething! website page views	512,872	357,843	343,214	224,790	229,000
Respect the Water teenage video views	n/a	n/a	n/a	490,000	1,341,000

Engaging with our youth communities

The focus for our work with young people continues to be in the community. Our Youth Education Team engaged with over 520,000 children through volunteer visits to schools and youth groups, along with our work with safety centres and partnerships within communities across the UK and Ireland.

Meet the Lifeguards, a programme delivered by lifeguards before their main season starts, has continued to grow and reached 150,971 children through the full range of our lifeguard Youth Engagement programmes.

Both Hit the Surf and Swim Safe deliver in-water sessions with children. Over 13,000 children took part in Swim Safe, which aims to reach more young people in the future but also to increase parent engagement through the programme. One of the great successes of the programme in 2017 was the number of available spaces that were taken up – 70.1% in 2017, compared with 49.6% in 2016. Most of the participants took part in public sessions (73%), with 27% attending in schools. The programme had a near-equal gender split (48.9% male and 51.1% female), and the average age taking part was 10.5 years old, with 61.6% of participants being aged 8–11 years.

Programme/Activity	Year/Number				
	2013	2014	2015	2016	2017
Hit the Surf	16,868	7,997	10,035	10,775	9,165
Meet the Lifeguards	41,986	70,474	95,162	116,783	150,971
Lifeguard community events	n/a	n/a	n/a	n/a	21,928
Swim Safe	2,315	3,287	3,899	7,059	13,158
Lifeboat station visits	37,710	35,663	39,079	30,033	37,512
School/youth group/community visits, lifeskills events and safety centres	315,968	341,794	465,128	508,835	520,279
Total	414,847	459,215	613,303	673,485	753,013

Developing our future supporters

As we develop our plans to deliver the lifesaving strategy objective of raising awareness of everyday risks in, on and around water, engagement activity with our youth audiences will further evolve.

Storm Force is our youth membership product for 7–11 year olds. Stormy Stan and his crew continue to entertain and educate these young supporters through a quarterly magazine, online space and special Storm Force Days.

Storm Force membership				
2013	2014	2015	2016	2017
13,986	13,175	15,048	12,936	10,966

The RNLI’s Youth Working Group continues to focus on the joined-up delivery of safety messages to young people. The new youth messages and guidelines will help all teams and volunteers deliver clear and consistent messages across all the excellent programmes and activities that we will deliver in 2018 and beyond.

The Respect the Water campaign continues with the youth audience and is developing by asking them to share the Float to Live skill with their peers.



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